FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00039772 **Type of Permit:** FILMING **Release Date:** 05/10/2011

Production Company ATTACK ADS INC

Insured Company Name ATTACK ADS INC
Contact Phone No. 1 310-857-7780
Contact Phone No. 2
Fax 310-701-7625
Address 3111 OCEAN FRONT WALK, #202
MARINA DEL REY, California 90292

Production Title USA-BMW

Type of Production Commercial - Standard

Producer Roberts Jones

Director Robbie Norris

1st AD Annette O'Neal

Production Manager John Hunstable

FilmL.A. Coordinator JDP - Jason Del Paine

Location Manager Dale Dreher
Primary Phone Mobile - 310-600-5020
Secondary Phone

Location Assistant N/A N/A
Primary Phone Mobile - 555-555-5555
Secondary Phone

Fees

Notification Charge	$0.00
FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY - BEACH USE	$400.00
LA COUNTY FIRE REVIEW	$282.00
LA CITY DEPT OF REC AND PARKS - FILM USE FEE	$450.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$190.00
LA CITY FIRE SAFETY OFFICER	$384.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
LA CITY DEPT OF REC AND PARKS MONITOR ADMIN FEE	$76.00

Total Permit Fee $2,492.00

Number of Locations 2

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Summary Information — Location

Location 1 of 2

Permit Number F00039772
Production Company ATTACK ADS INC
Insured Company ATTACK ADS INC
Production Title USA-BMW

Location Manager Dale Dreher
Primary Phone Mobile - 310-600-5020
Secondary Phone

Location Address 30050 Pacific Coast Hwy, Malibu, CA, 90265

Location Name ZUMA BEACH

Location Type Beach

Location Description LA COUNTY BEACH

Film Dates 5/11/2011 - 5/11/2011 09:00 - 20:00 1 day

Open or Closed to the Public Open

Generic Conditions Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents F39772, Attack ads.pdf
BEACHES and HARBORS ZUMA CONDITIONS Dec 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	40
Cube Trucks	2
Generator	1
Motor Homes	1
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	45
LA County FSA assigned	1
Lifeguard Required	1

Filming Activities Exterior Dialogue; Talent Kite Boarding in Water, 05/11/2011, 1200-2000; Camera, equipment, gators & stakebeds on sand; Towers 14 - Trancas; Lifeguard required: 05/11/20112pm-8pm;

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

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Location Notes *No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines.
*Dual permit required with City of Malibu
*All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached).
*All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

Approvals LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS Marisol Camey

Coordinator Note TOWERS 14 & TRANCAS

"Kite surfing activity day of film based on the disgression of hired lifeguard for safety and liabilty issues.

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Summary Information — Location

Permit Number	F00039772	**Location Manager**	Dale Dreher
Production Company	ATTACK ADS INC	Primary Phone	Mobile - 310-600-5020
Insured Company	ATTACK ADS INC	Secondary Phone	
Production Title	USA-BMW		

Production must adhere to lifeguards directives."

"All motorized watercraft must stay 300 yards off shore"

Coordinator Note LA COUNTY FIRE #11-1078-71/149, FSA ASSIGNED

Coordinator Note The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.

Coordinator Note LA COUNTY LIFEGUARD REQUIRED:
05/11/2011, 1200-2000

Parking

Base Camp
Location Type : Filming Location
Parking Notes
PCI ZUMA LOT #12

Crew Parking
Location Type : Filming Location

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Summary Information — Location

Permit Number F00039772
Production Company ATTACK ADS INC
Insured Company ATTACK ADS INC
Production Title USA-BMW

Location Manager Dale Dreher
Primary Phone Mobile - 310-600-5020
Secondary Phone

Location Address STONEY POINT PARK @ TOPANGA CANYON BL., LOS ANGELES, CA, 91311

Location Name STONEY POINT PARK

Location Type Park

Film Dates 5/11/2011 - 5/11/2011 06:00 - 11:00 1 day

Open or Closed to the Public Closed

Generic Conditions Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document F39772, Stoney Point New.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	2
Cast/Crew vehicles	40
Cube Trucks	2
Generator	1
Motor Homes	1
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	5
Crew	45
LA City UFSO assigned	27385

Filming Activities Exterior Dialogue; Talent Rock Climbing; 2 4x4 Gators;

Jurisdiction **Political:** Los Angeles City - Council District 12 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals

LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE	Sye Gutierrez
LOS ANGELES POLICE DEPARTMENT	Raymond Garvin
LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT	Vincent Owens

Coordinator Note UFSO REQUIRED PER CAPTAIN FOWLKS

Coordinator Note COMPANY MAY PARK LEGALLY ON E/S Topanga Canyon Bl, 10870 Topanga Blvd. - North 300' & South 100'

Parking

Base Camp
Location Type : Filming Location

Parking Notes
Church - 10824 N TOPANGA CANYON BL

Spot check per Inspector Roth

Crew Parking
Location Type : Filming Location

Posting "No Parking" signs N/A

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Summary Information

Location

Location 2 of 2

Permit Number F00039772
Production Company ATTACK ADS INC
Insured Company ATTACK ADS INC
Production Title USA-BMW

Location Manager Dale Dreher
Primary Phone Mobile - 310-600-5020
Secondary Phone

Approximate Footage County Parking

Log Number

Date(s) 5/11/2011 to 5/11/2011

Time(s) 11:00 to 22:00

NOT A PERMIT

Special Filming Conditions for Los Angeles County Beaches

ZUMA BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- Must fly cables over pedestrian walkway.
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date.
- **Lifeguard towers must be indicated on permit.**
- No catering or craft services allowed on pedestrian walkways or bike path.
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- **NO DRIVING SCENES ALLOWED ON SAND.**
- Sign removal in LA County parking lots is prohibited.
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement and time. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**
- **Dual permit required with the City of Malibu**

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PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO PERMIT

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of ATTACK ADS ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion. picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below:

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 3/6/11

Representative's Signature

DALE DREHER

Representative's Name (Please Print)

LOCATION MANAGER

Representative's Title (Please Print)

ATTACK ADS

Name of Principal (i.e. company name)
(Please Print)

3111 OCEAN FRONT WALK #202

MARINA DEL REY 90292

Principal's Mailing Address (Please Print)

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

Permit #F00039772

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Failure to comply with these conditions will be in violation of your film permit and may result in revocation of permit.

Welcome to the City of Los Angeles, Department of Recreation and Parks. In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- Okay to film at Stoney Point Park on 5/11/11 from 6am to 11am with 50 cast and crew total.
- No drilling or damaging of rocks.
- Okay to have climber on rocks.
- Okay to use 2 4x4 gators to bring equipment to site.
- Okay to have putt-putt generator.
- Must stay out of the way of park patrons.
- Company does ***NOT*** have exclusive use of park.
- No trucks allowed on paths.
- Must not damage park or rocks.
- Any damages will be billed to the company to restore park to previous condition.
- May not be on the new road on the north side of the park.
- Must work around existing hikers in the area. Park patrons (rock climbers, etc) have the right of way at all times.
- When company finishes filming for the day they must leave no evidence that they were in the park.
- May not attach or drill into the rocks or ground.
- May not stake in or near the rocks.
- NO vehicles or heavy equipment allowed on turf unless otherwise approved by the Park Film Office.
- MUST remove all self-generated trash.
- Use of City dumpsters or trashcans is prohibited.
- MUST work around park activities. NO exclusive use of park.
- MAY NOT block service roads, driveways, or parking lot access.

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- MAY NOT park in handicap or electric vehicle parking stalls.
- NO alterations to park property unless otherwise approved by the Park Film Office.
- Company must provide own gate or overnight security as determined by the Park Film Office.
- NO staking or drilling into turf, rocks, trees, or asphalted areas unless approved by Park Film Office.
- MUST use water barrels or sandbags for tent set-up.
- MUST provide own restroom facilities.
- MUST restore alterations or damages to original or better.
- Smoking is only allowed in designated areas specified by a Park Film Monitor or Fire Marshall.
- If no monitor or Fire Marshall is assigned; there will be no smoking with the exception of an actor smoking while performing or a part of the scene.
- The designated smoking area may not be near any patron activity or facility. Large sand or water filled buckets must be placed in this area for disposal of tobacco products.
- The designated area may be revoked or not allowed at all depending on weather and location conditions.
- Failure to comply with these smoking guidelines may result in a fine.
- MUST adhere to Monitors instructions at all times. Monitor's instructions or judgment may override written guidelines.
- Must park all vehicles legally along Topanga Canyon.
- Company must caution for low hanging tree branches.
- Must keep path clear for patrons to access the rocks and boulders.

F-39772
Attack Ads Inc – USA-BMW
(STONEY POINT PARK)

NO PERMIT